

# Proclamation

WHEREAS: *the Advertising Federation of Minnesota, the Better Business Bureau of Minnesota, and the American Advertising Federation are committed to truth and accuracy in advertising; and*

WHEREAS: *the Advertising Federation and the Better Business Bureau sponsor the Minnesota Advertising Review Council, Inc. which administers a nationally recognized and respected self-regulatory advertising review program through the Minnesota Advertising Review Board, which will hold its fifth annual meeting in October; and*

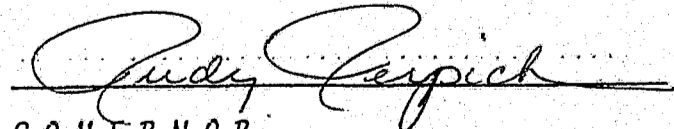
WHEREAS: *the Advertising Federation is dedicating its October issue of Format Magazine to truth and accuracy in advertising, and is sponsoring a one-day Advertising Law regional workshop in October;*

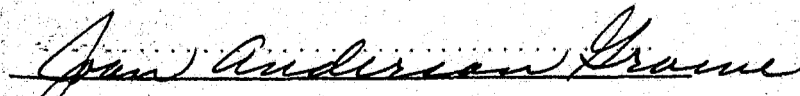
NOW, THEREFORE, I, Rudy Perpich, Governor of the State of Minnesota, do hereby proclaim the month of October, 1978 to be

TRUTH AND ACCURACY IN ADVERTISING MONTH

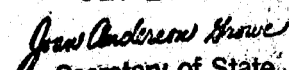
*in Minnesota.*

IN WITNESS WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of Minnesota to be affixed at the State Capitol this fifth day of October in the year of our Lord one thousand nine hundred seventy-eight and of the State the one hundred twentieth.

  
GOVERNOR

  
SECRETARY OF STATE

STATE OF MINNESOTA  
DEPARTMENT OF STATE  
FILED  
SEP 22 1978

  
Secretary of State

#31711

O.D.